

# Businesswomen Must Avoid This Huge Error

## By Elinor Stutz

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Are you aware that men excel over women in this one arena? Find out what the men do and mirror their behavior to accelerate the growth of your.



*Are you making this same error?*

**Time and again, I witness** businesspeople walking away from golden opportunities that may never present themselves again. They are golden because these opportunities work well, easily build business, and are offered free of charge.

*"Why", you ask, "would anyone turn down a golden opportunity?" Women are the main culprits. Two such opportunities offered and passed up were: "Have a live interview on camera and receive streaming video for your website"; the next was "Have your picture taken as Entrepreneur of the Month for a bank's website which will link to your website."*

Uniformly, the women said, *"I gained 5 pounds and don't look good", "I didn't put makeup on", and "It's very windy outside, I don't have a comb."* This wasn't just a few women rejecting the opportunities; it was closer to 95% of huge crowds in attendance of the events. Interestingly, it was "their looks" that discouraged the women from having their picture captured and working to build business.

**Female entrepreneurs**, please understand that prospects are far more interested in the kind of person you are in terms of integrity, and the type of service you deliver including "will you be there if something should go awry" than what you look like. It is far more important to take offers as they come to build web traffic, your reach to new prospects, and increased awareness of your business.

Promise yourself, from now on to carry a comb, lipstick and dental floss or whatever it will take to make you feel confident about accepting opportunities.

**The most important attitude shift** toward new opportunities  
On behalf of your business is -

*"Just say yes"*

Take a lesson from the men. Upon being asked to do something with which they have no experience, men bluff. They respond, *"Sure I can do that!"* Then they scramble to find out how it's done. This isn't considered lying because they know full well they will focus 100% of their attention on figuring out how to accomplish the task. While the new endeavor may be scary for a short time, the men challenge themselves and advance to the next level.

Many women speak about getting to the next level, but their actions do not match their words. Instead, they question themselves a 100 times over whether or not

they know everything inside out. Knowing everything does not matter. What does matter is that you take action to achieve the next level in your business. I have witnessed women turning down free photos on a bank "entrepreneur of the month" website and free streaming video for their own website due to their hair blowing in the wind and having gained a couple of pounds.

Ladies, the makeup does not matter as much as how you present your business. To make your business a success you must continually strive to find new paths. Some paths may not work, but the new ones that do will help catapult you to success. Promise yourself to be open to new ideas.

### **My Story**

Upon reading many marketing materials, it became evident that to establish myself as an expert in sales, it was mandatory for me to write a book. I had all the time in the world to do so because my phone was silent as hard as I tried to establish credibility.

The most remarkable thing happened when I announced I finished writing chapter one. Others began to pay attention. By the time I self-published my first book, I was easily able to fill my group sales training sessions. I was soon asked to speak to small groups, and then larger group at conventions. Requests have poured in that I never envisioned.

Upon the announcement of a publisher picking up my manuscript, more doors began to open up wide with unbelievable opportunity. One client requested I begin a licensing program for my training materials so that teams may be trained on an as needed basis. It was this instance where I took a lesson from the men. I said, *"Sure, let's meet in 10 days."*

Why 10 days? It bought me 9 days to confer with two other people I knew who were already licensing their work. I was able to learn how they structure their programs. On the 10<sup>th</sup> day, I met with my client to tailor the information to her company and lay out the vision for the program.

I ask each of my female readers to take an oath of a new attitude toward opportunity and un-chartered waters. Just say "Yes", and then hire help as needed. You will smoothly navigate your business to new horizons.

### **Additional Ideas to Build Business:**

Smile as much as possible; Adopt the "Yes I Can!" policy; Set 12 month, quarterly and monthly goals and work on them daily; Ask for what you need; Test asking for what you need by making the requests bigger than you actually expect; Increase your negotiation skills; Get professional help when required.

Your center of influence will grow and Your Business Will Prosper.

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**Elinor Stutz** through **Smooth Sale** delivers: *Sales Advice for Building Business Swiftly and Easily* as original work in the form of Professional Sales Training, Licensing of Programs, Speaking Engagements and the "Sales Tips e-zine". Contact Elinor at [www.smoothsale.net](http://www.smoothsale.net) or [elinor@smoothsale.net](mailto:elinor@smoothsale.net). Elinor is also Smooth Sale Mentor with our [WS Team](#). Watch for

her new book - *"Nice Girls DO Get The Sale: Relationship Building That Gets Results"* to be released by Sourcebooks September '06. Her Sales Toolkit and *"Smooth Selling 4-CD audio seminar"* are available now at Smooth Sale.